

**Happy New Year!**

**Agenda for 1/10/2012 ECC Meeting**

- Roll Call, Approval of Minutes
- Visitors' Center update
- Auburn Marathon (April 22, 2012)
- ECC Website
- Parameters for Endurance Capital Range of Reference
- Possibility of a Rose Bowl Parade Float?

**December 13, 2011 Endurance Capital Committee Meeting Minutes**

10 a.m; Administrative office, City Hall, Auburn, Calif.

Members Present: Harvey Roper (Downtown Business), Cynci Calvin (Secretary), Lisa Kodl (Cycling), Colleen Conley (Member at Large), Steve Holden (Member at Large)

**I. Minutes from November 2, 2011 meeting approved.**

**II. Visitor Center Update**

- Will invite Jan Decker to the January 10, 2012 meeting.
- [jancdecker@visitplacer.com](mailto:jancdecker@visitplacer.com)
- From Harvey: possibility of Auburn Endurance Capital Hall of Fame
- Location: Old City Hall building near Central Square.
- Harvey to get together with Greg Soderlund and Tim Twietmeyer to discuss.

**III. ECC Website**

- It is acceptable by the City to do our own
- City is investigating redoing their own website and is interested in what the ECC is doing.
- Need to decide if we should protect website name – auburnendurancecapital.com and optimize name recognition.
- Looking at website content management systems (CMS) such as provided by sitefinity.com

**IV. Auburn Marathon ECC Aid Station**

- Location will be early in the run.
- Steve will talk to his daughter Lindsay about doing this as an Interact project
- Harvey volunteered himself and his trusty truck

**VII. Endurance Capital “range of reference” to be discussed at next meeting.**

**Next Meeting: Wednesday January 10, 2012; 10 a.m.; City Hall, Auburn**

**VIII. Meeting adjourned at 11:15 a.m.**